

# **DEGREE IN COMMUNICATION**

**FOURTH YEAR**

**Campus CEADE, Isla de la Cartuja. Sevilla.**

## DEGREE IN COMMUNICATION

<b>Year</b>	4 <sup>th</sup>
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<b>Communication Company</b>	First Semester	Op
<b>Specialized Journalism I</b>	First Semester	Op
<b>Media Planning</b>	First Semester	Op
<b>Content Management System</b>	First Semester	Op
<b>Audio Visual Post Production</b>	First Semester	Op
<b>Event Protocol and Organization</b>	First Semester	Op
<b>Television Production</b>	First Semester	Op
<b>Auido Visual Journalistic Writing</b>	First Semester	Op
<b>Research Techniques in Communication</b>	First Semester	Op
<b>3D Animation</b>	Second Semester	Op
<b>Corporate Communication</b>	Second Semester	Op
<b>Creativity and Art Direction</b>	Second Semester	Op
<b>Communication Management in Digital Environments</b>	Second Semester	Op
<b>Digital Journalism</b>	Second Semester	Op
<b>Specialized Journalism II</b>	Second Semester	Op
<b>Audio Visual Programming and New Formats</b>	Second Semester	Op

## COMMUNICATION COMPANY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Communication Company</b>
<b>Module</b>	Module IV. History and structure of media
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### **a. BASIC AND GENERAL SKILLS**

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG8 - Having the knowledge of the structure, workings and management of a

Company, paying special attention to communication media, the advertising company and the Public Relations company.

#### **b. CROSS SKILLS**

CT01 - Organizing and planning work in an efficient and motivating way,  
CT02 - Using communication skills and constructive criticism in team work.  
CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.  
CT07 - Acquiring skills for team leading.  
CT09 - Being able to develop ideas and arguments in a reasonable and critical way.  
CT10 - Being able to locate and manage documentation and information.  
CT11 - Being able to adapt easily to new needs and changes .  
CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.  
CT15 - Having a knowledge of and being able to use the new information technologies.

#### **c. SPECIFIC SKILLS**

CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.  
CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.  
CE13 - Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.  
CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.  
CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

### **3. CONTENT**

The communication Company. Characteristics. Communication industry. Trends. Administration and management in communication companies. Roles and skills. Strategic planning. Concept and control types. News company organization. Its structural, job and connection designs. Human Resources management. Job analysis. Administration. Company legal forms. Business plan description.

## **SPECIALIZED JOURNALISM I**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Communication
<b>Subject</b>	<b>Specialized Journalism I</b>
<b>Module</b>	Module VII. Specialized optional subject (journalistic media)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### d. BASIC AND GENERAL SKILLS

There is no data.

### e. CROSS SKILLS

There is no data.

### f. SPECIFIC SKILLS

CEM04 - Being able to identify and use appropriately every type of source ( whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM11 - Being able to interpret and analyse specialised texts and documents and adapt them, using a language or vocabulary which is easy to understand by most audiences, by employing computer systems and resources.

CEM13 - Having a command of the language and techniques for journalistic production in the different informative genres, interpretation and opinion.

## 3. CONTENT

Specialized journalistic information. Area characteristics and structure. Functions. Production process. Valuation general criteria. Sections, areas and blocs. Elaboration sources. Main styles and genres. Trends

## MEDIA PLANNING

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Media Planning</b>
Module	Module VII. Specialized optional subject (advertising and public relations)
Department	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4 <sup>th</sup>
Type	Optional Training
Language in classroom	Spanish

### 2. SKILLS

#### **g. BASIC AND GENERAL SKILLS**

There is no data.

#### **h. CROSS SKILLS**

There is no data.

#### **i. SPECIFIC SKILLS**

CEM18 - Having the skill and ability to produce persuasive messages by using narrative and written language use techniques.

CEM19 - Having the skill and ability to produce persuasive messages by using visual, sound or audio visual images, particularly through the use of graphic design techniques and digital representation, expressing the message through iconic and audio visual codes.

CEM20 - Being able to design, plan and execute communication projects. In particular

in order to develop and propose innovative communication models and designs which can adapt to new social, cultural, economic and technological contexts

CEM21 - Being able to analyse and develop the Corporate Identity Manual and Brand Creation Process.

CEM22 - Having the skill and ability to design, define, and represent the visual identity of a company, institution, brand or person, producing a conceptual image expressed through iconic and linguistic codes, and which can be understood and recognized by the environment.

CEM23 - Being able to analyse, and execute strategies and processes for the production of a persuasive message which can be perceived and accepted by the target audience at the right time with the objective of positioning products, brands and ideas on the market.

CEM24 - Having analytical ability to develop and carry out an media plan which involves the selection of different advertising formats and the distribution of resources among the said formats according to the advertising campaign strategy.

CEM25 - Having the skill to design, generate and develop original creative proposals for launching persuasive messages using different codes and all the formats used in advertising.

### 3. CONTENT

Comprehensive communication. Advertiser. Agency. Media agency. Media. Basic concepts for planning. Information sources: print media, ratings, advertising activity. Data treatment. Tools. Conventional media. Analytic variables. On line media. Social and community networks. Mobile marketing.

## CONTENT MANAGEMENT SYSTEM

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Content Management System</b>
<b>Module</b>	Module VI. Specialized optional subject (multimedia system and technology platforms)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6

<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### j. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

### k. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT03 - Problem solving and decision making.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

### l. SPECIFIC SKILLS

CE08 - Having a knowledge of and the skills about digital communication processes,



functions and structures.

CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.

CE20 - Conocimiento del impacto social de las tecnologías informativas y de la comunicación contemporánea y su influencia en los contenidos de los medios, los géneros, el diseño de la información, y las rutinas profesionales.

CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE24 - Communication management in the net, particularly on content management platforms and virtual communities.

CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.

CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

### 3. CONTENT

Team work. CMS typology. Products and technologies. Web systems. Functions. Indexation and information formats. User management. Workflow. Requirements and maintenance: technology, license, stability and updates. Product positioning. Applications.

## AUDIO VISUAL POST PRODUCTION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Post Production</b>
<b>Module</b>	Module VII. Specialized optional subject (advertising and public relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6

<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### m. BASIC AND GENERAL SKILLS

There is no data.

### n. CROSS SKILLS

There is no data.

### o. SPECIFIC SKILLS

CEM37 – Having the skill and ability to develop audio visual content montage and editing processes through digital process techniques and having operative command of the different adjusting tools, movement control and digital video filtering.

CEM38 - Having the skill and ability to manipulate audio and video archives through effects and other digital treatment techniques in order to achieve the end and creative purpose of the project.

CEM39 - Having the skill and ability to use modelling and 3D representation techniques and tools.

CEM40 - Having a knowledge and being able to use lighting techniques and processes and animation in 3D environments

## 3. CONTENT

Basics of composition. Modes of composition. Alpha channel. Masks and mattes. Keying. Multichannel archives. Working with resolution. Three - dimensional representation. Z channels. Macros. Rotoscoping. Tracking and stabilizers. Warping and morphing. Advanced colour correction. 3D composition. Steroscopy. Television graphism.

## EVENT PROTOCOL AND ORGANIZATION

## 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Event Protocol and Organization</b>
<b>Module</b>	Module VII. Specialized optional subject (advertising and public relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### p. BASIC AND GENERAL SKILLS

There is no data.

### q. CROSS SKILLS

There is no data.

### r. SPECIFIC SKILLS

CEM14 - Being able to analyse, plan and carry out the communication strategies in companies and institutions in order to obtain the desired perception by the objective audience and to contribute to the achievement of their goals, as well as to improve their corporate competitiveness and image by carrying out corporate social responsibility action plans.

CEM15 - Being able to manage the internal and external communication, in different formats, of all types of organizations, as well as being able to draft and carry out a prevention and execution plan in crisis situations.

CEM16 - Being able to analyse the Public Relations strategy in companies and institutions, identifying the potential or real conflicts and proposing an action plan

based on the analysis which was carried out.  
 CEM17 - Being able to draft and implement a global, commercial, strategic and marketing plan, adapting it to the environment and organization where it takes place.

### 3. CONTENT

Introduction, concept and characteristics. Invitation management. Event decoration and design. Guest distribution. Dress code recommendation. Presentation production. Company protocol. Internal and external precedence. Verbal and non verbal communication. Business appointment. Social behaviours and ethics. Politeness and etiquette. Document signing. Lecture, convention and congress organization. national and international official protocol. New technologies applied to protocol.

## TELEVISION PRODUCTION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Television Production</b>
<b>Module</b>	Module VII. Specialized optional subject (advertising and public relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

### **s. BASIC AND GENERAL SKILLS**

There is no data.

### **t. CROSS SKILLS**

There is no data.

### **u. SPECIFIC SKILLS**

CEM30 – Having the skill and ability to deal with the script breakdown in order to determine the artistic, technical and logistic needs which can lead to establishing an efficient and effective production plan both at time and budget levels.

CEM31 - Having the ability to identify and apply the audio visual production techniques and processes in their different formats. From the organization and management of technical, human and budget resources in different formats to their distribution and broadcast.

CEM32 - Having the skill and ability to carry out the concept and execution of the narrative concepts developed in an audio visual script in an audio visual format,

CEM33 - Having the knowledge and being able to use different audio visual capture and register systems and devices in one camera and multi camera environments and lighting techniques.

CEM34 - Having the necessary skill for the planning and carrying out of a television production, in production control, based on the live multi camera technique.

CEM35 - Having the necessary skill for the planning and execution of an audio visual production based on one camera techniques.

## **3. CONTENT**

Differences between cinema and television productions. Planning, mixing, graphism. Technical and human teams. Production process. Functions. Order mechanics and work codes. Television production documentation. Step outline. Parts. Timing. Levels. Multi -camera planning. Camera positioning. Cover. Planning schemes. Study production variables. Staging and set. Virtual staging. Genre production: news, debate, musical, drama, sports, broadcasts.

## **AUIDO VISUAL JOURNALISTIC WRITING**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Communication
<b>Subject</b>	<b>Auido Visual Journalistic Writing</b>

<b>Module</b>	Module VII. Specialized optional subject (advertising and public relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### v. BASIC AND GENERAL SKILLS

There is no data.

### w. CROSS SKILLS

There is no data.

### x. SPECIFIC SKILLS

CE01 - Having critique, analysis and reflection abilities in relation to the audio visual fact as well as the interrelations between audio visual subjects and genres which make up the current audio visual media scenario.

CE04 - Having a knowledge of the history and structure of audiovisual media and its different formats and mediums throughout history and nowadays.

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE07 - Analytical and instrumental skills related to advertising and Public Relations processes, functions, structure and content.

CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.

CE12 - Being able to find, manage and store documentary, analysis and result interpretation sources and communication research sources.

CE13 - Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.

### 3. CONTENT

Objectivity. Real and reality. Technical elements. Audio visual journalistic genres: news, feature. Types of news programmes. The step outline structure. News planning. Production of a news programme. TV ratings. Technical and human resources in TV production. Programming and formats. Professional ethics in audio visual journalism. Public service.

## RESEARCH TECHNIQUES IN COMMUNICATION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Research Techniques in Communication</b>
<b>Module</b>	Module III. Theory, Techniques and Research in Communication
<b>Department</b>	Social and Health Science
<b>Semester</b>	Seventh Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG13 - Being able to understand text and image messages in the media.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

#### **a. CROSS SKILLS**

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT03 - Problem solving and decision making.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

#### **b. SPECIFIC SKILLS**

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards

CE10 - Being able to design basic or applied research strategies. Being able to design strategies for knowledge problem formulation in communication and having a knowledge of the processes, methodology and phases of the research as well as the drafting presentation rules and the defense of the research work.



CE11 - Developing heuristic skills in the formulation of new interpretations and hypothesis analysis in order to be able to approach the knowledge of communication and culture from a complex view point.

CE12 - Being able to find, manage and store documentary, analysis and result interpretation sources and communication research sources.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

### 3. CONTENT

History of science. The scientific method. Types of research techniques. Design of research strategies. Qualitative and quantitative methods. Scientific information sources for communication. Data search and recovery: print sources; audio visual resources; social web and shared knowledge. Elaboration of bibliographic references and quotations. Analysis tools: surveys, study cases and formal experimentation. Measuring and scales. Field research. Innovation in social research.

## 3D ANIMATION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>3D Animation</b>
<b>Module</b>	Module VII. Specialized optional subject (journalistic media)

<b>Departament</b>	Social and Health Science
<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### y. BASIC AND GENERAL SKILLS

There is no data.

### c. CROSS SKILLS

There is no data.

### d. SPECIFIC SKILLS

CEM37 – Having the skill and ability to develop audio visual content montage and editing processes through digital process techniques and having operative command of the different adjusting tools, movement control and digital video filtering.

CEM38 - Having the skill and ability to manipulate audio and video archives through effects and other digital treatment techniques in order to achieve the end and creative purpose of the project.

CEM39 - Having the skill and ability to use modelling and 3D representation techniques and tools.

CEM40 - Having a knowledge and being able to use lighting techniques and processes and animation in 3D environments

## 3. CONTENT

Splines. Segments, vertices. Objects and sub objects. Modifiers. 2D and 3D geometry. Maps. Correctors and Nurbs. Polygonization. Materials. Composition objects. Matrixes. Symmetry. Perspective and cameras. Lights and texture. Materials. Modifiers. Dynamic elements and particle creation.

## CORPORATE COMMUNICATION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Corporate Communication</b>
<b>Module</b>	Module VII. Specialized optional subject (journalistic media)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

## **z. BASIC AND GENERAL SKILLS**

There is no data.

## **e. CROSS SKILLS**

There is no data.

## **f. SPECIFIC SKILLS**

CEM14 - Being able to analyse, plan and carry out the communication strategies in companies and institutions in order to obtain the desired perception by the objective audience and to contribute to the achievement of their goals, as well as to improve their corporate competitiveness and image by carrying out corporate social responsibility action plans.

CEM15 - Being able to manage the internal and external communication, in different formats, of all types of organizations, as well as being able to draft and carry out a prevention and execution plan in crisis situations.

CEM16 - Being able to analyse the Public Relations strategy in companies and institutions, identifying the potential or real conflicts and proposing an action plan based on the analysis which was carried out.

CEM17 - Being able to draft and implement a global, commercial, strategic and marketing plan, adapting it to the environment and organization where it takes place.

## **3. CONTENT**

Communication, Company and interest groups: definition, interaction and evolution. The corporate identity manual. Brand creation process. Management tools. Communication departments: functions, typology. Internal communication. External communication: relationship with the media. Tools, materials and tactics for communication management. Management in media communication. Lobbyism and Influence Groups. Communication plan. Phases: research, planning, communication and evaluation. Company identity and image. Social and Company protocol. Corporate social responsibility. The new social values. The conversion of the Company into an institution. Management in crisis situations. Basic tools for crisis detection and prevention. Interventions.

## **CREATIVITY AND ART DIRECTION**

## 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Creativity and Art Direction</b>
<b>Module</b>	Module VII. Specialized optional subject (journalistic media)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### aa. BASIC AND GENERAL SKILLS

There is no data.

### g. CROSS SKILLS

There is no data.

### h. SPECIFIC SKILLS

CEM18 - Having the skill and ability to produce persuasive messages by using narrative and written language use techniques.

CEM19 - Having the skill and ability to produce persuasive messages by using visual, sound or audio visual images, particularly through the use of graphic design techniques and digital representation, expressing the message through iconic and audio visual codes.

CEM20 - Being able to design, plan and execute communication projects. In particular in order to develop and propose innovative communication models and designs which can adapt to new social, cultural, economic and technological contexts

CEM21 - Being able to analyse and develop the Corporate Identity Manual and Brand Creation Process.

CEM22 - Having the skill and ability to design, define, and represent the visual identity

of a company, institution, brand or person, producing a conceptual image expressed through iconic and linguistic codes, and which can be understood and recognized by the environment.

CEM23 - Being able to analyse, and execute strategies and processes for the production of a persuasive message which can be perceived and accepted by the target audience at the right time with the objective of positioning products, brands and ideas on the market.

CEM24 - Having analytical ability to develop and carry out an media plan which involves the selection of different advertising formats and the distribution of resources among the said formats according to the advertising campaign strategy.

CEM25 - Having the skill to design, generate and develop original creative proposals for launching persuasive messages using different codes and all the formats used in advertising.

### 3. CONTENT

Creative culture. Creative subject. Creative attitudes. Resource accumulation. Resource management. Optimization. Customer adaptation. Creative department. Copy and art director. Advertising argumentation. Justification. Research. Argument versus idea. Creative briefing. Generation of ideas. Lateral thinking. Creative style. Rhetoric. Advertising models. Creative trends. Creative strategy. Informal and formal creative techniques. Brainstorming. Synetics. Creative genres and styles. Creative process. Message codification. Conditioning factors in creativity. Ethics in advertising creativity.

## COMMUNICATION MANAGEMENT IN DIGITAL ENVIRONMENTS

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Communication Management in Digital Environments</b>
<b>Module</b>	Module VI. Multimedia system and technological platforms.
<b>Department</b>	Social and Health Science

<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG16 - Having a knowledge of the different forms of communication through audio visual language.

### a. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT03 - Problem solving and decision making.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

### **b. SPECIFIC SKILLS**

CE08 - Having a knowledge of and the skills about digital communication processes, functions and structures.

CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE24 - Communication management in the net, particularly on content management platforms and virtual communities.

CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.

CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

## **3. CONTENT**

Precedents in virtual management. The social media professional executive. Writing for social media. Blog publication. Content syndicate. Tools and social communication software. Professional profile editing. Twitter and Facebook as content promotion tools. YouTube and audio visual platforms. Other digital environments.

## **DIGITAL JOURNALISM**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Communication
<b>Subject</b>	<b>Digital Journalism</b>



<b>Module</b>	Module VII. Specialized optional subject (journalistic media)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### BASIC AND GENERAL SKILLS

There is no data.

### c. CROSS SKILLS

There is no data.

### d. SPECIFIC SKILLS

CEM04 - Being able to identify and use appropriately every type of source ( whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM05 - Being able to carry out the analysis of structures, contents and styles in television and radio programming as well as the different variables which have an impact in the configuration and processes, both communicative and entertaining that they generate.

CEM06 - Having the skill and ability to express oneself with communicative efficiency, taking advantage of hyper textual, interactive and visual resources which belong to digital journalism and adapt them to different electronic communication media.

CEM09 - Having the skill and ability to produce and write journalistic messages using the linguistic and paralinguistic codes in order to adapt them to traditional communication media (press, radio and television).

CEM10 - Having the skill and ability to carry out the main journalistic tasks, which would be put into practice through theme areas, applying journalistic genre and procedures, especially with visual and sound formats.

CEM12 - Having the skill to use new computer and informative technologies and techniques in the different media and combined media systems.

### 3. CONTENT

The digital journalist. Web outline creation and diagrams. Archive nomenclature. Adaptation process of the informative message to the web format. Publishing and maintenance. Tags. Dynamic info graphs. Content advanced managers. Information Web positioning. The community manager figure.

## SPECIALIZED JOURNALISM II

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Specialized Journalism II</b>
Module	Module VII. Specialized optional subject (journalistic media)
Department	Social and Health Science
Semester	Eighth Semester
Total Credits	6
Year	4 <sup>th</sup>
Type	Optional Training
Language in classroom	Spanish

### 2. SKILLS

### **BASIC AND GENERAL SKILLS**

There is no data.

#### **e. CROSS SKILLS**

There is no data.

#### **f. SPECIFIC SKILLS**

CEM04 - Being able to identify and use appropriately every type of source (whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM11 - Being able to interpret and analyse specialised texts and documents and adapt them, using a language or vocabulary which is easy to understand by most audiences, by employing computer systems and resources.

CEM13 - Having a command of the language and techniques for journalistic production in the different informative genres, interpretation and opinion.

## **3. CONTENT**

Political journalism. Political sources. The speaker figure. Conflict. Economic journalism. Areas. Characteristics. Economic sources. Ethical code. Receptors' profile. Society journalism. Event journalism. Scientific journalism. Cultural journalism. Show business journalism. Sports journalism.

## **AUDIO VISUAL PROGRAMMING AND NEW FORMATS**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Programming and New Formats</b>
<b>Module</b>	Module VII. Specialized optional subject (journalistic media)

<b>Departament</b>	Social and Health Science
<b>Semester</b>	Eighth Semester
<b>Total Credits</b>	6
<b>Year</b>	4 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### **BASIC AND GENERAL SKILLS**

There is no data.

### **g. CROSS SKILLS**

There is no data.

### **h. SPECIFIC SKILLS**

CEM36 - Having the skill and ability to analyse programming structures in the different audio visual genres and to interpret statistical data from the audio visual market, as well as having the skill and ability to design programming grids according to the different existing media, formats and strategies.

## 3. CONTENT

Concept of audio visual programming. Ratings. Satisfaction criteria. TV slots. Programme grid. Types. Strategies. Programming according to new media. Audio visual genres. Own production. External production. Measuring ratings. The effects of ratings on programming. Analysis of the programming structures.